CHAMBER OF COMMERCE

HEREFORDSHIRE & WORCESTERSHIRE

**JOB DESCRIPTION**

**POST**: Marketing Manager

**POST HOLDER**: Vacant

**REPORTS TO:** Director of Sales and Marketing

**GRADE**:

**LOCATION**: Worcester or Hereford base, with regular travel to the location the post holder is not based at

**WORKING HOURS**: 37

**MAIN PURPOSE**: You will be responsible for the management of the delivery of our ambitious marketing plan, including media relations/PR and external communications, corporate brand management, competitor insight, member feedback and digital campaigns in addition to supplier relations and copywriting skills

**THIS ROLE IS PART FUNDED BY ESF**

**KEY DUTIES/RESPONSIBILITIES**

1. To facilitate the delivery of the marketing plan through collaborative working with the marketing group.

2. To manage the production and final proofing of Business Direction.

3. To facilitate the content of our websites.

4. To facilitate the content and frequency of our e-marketing.

5. To manage the PR activity for the Chamber and our related contracts.

6. To manage external relationships with our marketing suppliers.

7. To facilitate the social media delivery for the chamber and our related contracts.

8. To identify opportunities to generate web-based commercial income.

9. To maximise revenue opportunities for the Chamber.

10. To support any tactical activity required.

11. To ensure all marketing activity is within agreed budgets.

12. To be responsible for authorisation and expenditure against agreed marketing budget.

13. To develop and manage the delivery of the organisation’s Tourism contracts (Visit Worcestershire and Visit Herefordshire) ensuring outputs are achieved and reported.

**MANAGEMENT RESPONSIBILITIES:**

1. To manage and develop direct reports effectively ensuring that key performance objectives are met.
2. To ensure regular team meetings ensuring that the team is updated on relevant issues from the variety of communication channels e.g. Directors, Management team and staff meetings
3. To conduct appraisals, half year reviews, and to identify, confirm and review agreed performance objectives and competencies, identify training needs and carry out regular informal reviews for all direct reports in line with HR policy and practice.
4. To identify objectives for the attendance of training/development activity for all direct reports, ensuring that evaluation is sought to ascertain the impact of the training to both the individual and the organisation.
5. To regularly review and update budgets in line with financial timescales.
6. To effectively ensure that cash-flow is maximised at every opportunity e.g. budget profiling, setting up of new contracts etc.
7. To ensure that contract terms and conditions are adhered to.

**GENERIC CHAMBER GROUP TASKS:**

1. To work closely with other team members to ensure that all Business Plan, Performance and Financial targets are achieved.
2. To keep updated with all new literature and information and maintain a thorough knowledge of new procedures
3. To work closely with other team members and complement and support the organisation’s delivery and development.
4. Any other duties as directed by the Director of Sales and Marketing.
5. To ensure that any management information is entered onto the Chamber’s databases (CRM and Exchequer) on a regular continual basis.
6. To work closely with the Quality Manager and your team to ensure team-wide compliance to ISO9001. To facilitate improvements to the quality management system and to co-ordinate an annual review of quality documentation which specifically relates to your department.
7. To adhere to and actively promote the Chamber Equal Opportunities policy
8. At all times to work within the organisations Health and Safety policy and to ensure as far is reasonable that safe working practices are established, maintained and followed
9. To work within and assist in maintaining IIP principles for the organisation.
10. To carry out any other duties as required by the business to achieve commercial objectives.

**PERSON SPECIFICATION:**

1. Ideally qualified in Marketing or Tourism, with an interest in the area and advanced MS Office skills.
2. Ideally experienced in leading a team and customer relationship management.
3. Ideally experienced in website content management, print advertising, using CRM systems and demonstrable understanding of using databases.
4. The ability to work on own initiative and communicate effectively with a wide range of audiences.
5. Proven experience of effectively using electronic media for marketing and communications.
6. The ability to work outside normal office hours if required including weekends, evenings and bank holidays, as well as travelling throughout the county at short notice and where public transport may be limited.

**MOBILITY:**

1. Ideally, a car owner with full driving licence